

Landowner Meeting Experience in ND

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Political Landscape in ND

- Lignite industry - Net energy exporter
- Advocates vs REC's - Net billing
- Misconceptions from the 80's
- Old broken-down windmills

Political Landscape (cont.)

- Native Americans
- Limited transmission capacity
- Poor farm economy
- Out-migration

Meeting Objectives

- Generate enthusiasm for wind development
- Explain the opportunity
- Explain why it hasn't happened yet
- Explain the technology
- Explain the differences - small vs large
- Explain land-lease agreements

Meeting Objectives (cont.)

- Explain the economic benefits
- Explain market opportunities
- Show examples of wind farms
- Discuss barriers to development
- Explain the need for legislation
- Showcase the level of grass-roots support
- Answer questions

Meeting Presenters

- ND SEED Coalition
- ND Division of Community Service
- EAPC Architects Engineers

Meeting Attendees

- Local Champion (EDC, JDA, other)
- Farmers and ranchers
- Local utility
- US Fish and Wildlife
- County commissioners
- State legislators
- Local news media
- Wind advocates

Local Utility Concerns

- Safety
- Equipment damage
- Competition
- Large investments in existing plants
- Loss of revenue to self-generation
- Global Warming

Local Utility Concerns (cont.)

- Net billing - Who pays?
- Limited transmission capacity
- Too expensive
- Not dispatchable
- Are landowners being mislead?
- Mandates

Landowner Questions

- How much can I make?
- How do I get turbines on my land?
- What are the steps leading to development
- What makes a good wind site (my land?)
- What happens with CRP land?
- What happens with grassland easements?
- What does the local utility think?

Landowner Questions (cont.)

- Who owns the wind farm?
- How much do I have to invest?
- How much do wind turbines cost?
- Will my property taxes increase?
- How much does a wind farm earn?

Landowner Questions (cont.)

- Is wind turbine noise a problem?
- How tall are they?
- How do they operate?
- How much wind do you need?
- How much electricity can they generate?
- What will the wind farm look like?
- How are wind turbines constructed?

Landowner Meetings - What Works

- Advertising
- Outreach
- Credibility
- Explain the technology
- Local champion
- Network with national experts
- Stress economic development

What Works - Advertising

- Press releases
- Letters to the editor
- Bill stuffers in utility bills
- Personal invitations to local leaders
- Direct mailings
- Invite news media

What Works - Credibility

- Current and accurate information
- Experience in wind development
- Balanced presentation
 - Discuss all aspects, including barriers
 - Presence of State Energy Office
 - Presence of ND SEED Coalition
 - Presence of local utility

What Works - Outreach

- Talk to farmers
- Talk to community leaders
- Talk to legislators
- Talk to news media
- Talk to key opponents
- Listen in the local coffee shop
- *Conduct Landowner Meetings!*



The End